Visual Merchandising and Store Design Workbook

Greg M. Gorman

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The purpose of this workbook is to introduce the concept of store design from a design direction. It is intended for students and store owners. It allows the reader to fully understand all aspects of the retail store requirements and how they all have an effect on the final product, the store. The contents, illustrated with line drawings, includes identifying your customers, your strengths and weaknesses; how to budget for your store; professional design services; merchandise presentation; visual merchandising, tools and supplies, props and displays; principles of display creation; mannequins and alternatives; interior focal points; traffic flow, fixturing, lighting and the storefront; security, sample plans and more. The Visual Merchandising and Store Design Workbook has taught thousands how to combine the elements of visual merchandising, fixturing and lighting to create excitement in a store.

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